



General Assembly

February Session, 2002

Raised Bill No. 505

LCO No. 2033

Referred to Committee on General Law

Introduced by:
(GL)

***AN ACT CONCERNING THE ADVERTISEMENT OF
MANUFACTURERS' REBATES FOR ALCOHOLIC LIQUOR
PRODUCTS.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective July 1, 2002*) (a) For the purposes of this
2 section: (1) "Advertise" means the making of any statement or
3 representation in connection with the solicitation of business in any
4 manner by a retail permittee and includes, but is not limited to,
5 statements and representations published in any newspaper or other
6 publication or statements or representations printed in any catalog,
7 circular or other sales literature or brochure; (2) "manufacturer's
8 rebate" means that amount due and payable in accordance with an
9 offer by a permittee other than a retail permittee to refund to a
10 consumer all or a portion of the purchase price of an alcoholic liquor
11 product; and (3) "net price" means the ultimate price paid by a
12 consumer for an alcoholic liquor product after the consumer has
13 redeemed the manufacturer's rebate offered for the alcoholic liquor
14 product.

15 (b) A retail permittee may advertise the existence of a

16 manufacturer's rebate or the net price of an alcoholic liquor product
17 provided such permittee makes all of the following disclosures in such
18 advertisement in type that is the same color, style and size: (1) The
19 sales price of the alcoholic liquor product before the manufacturer's
20 rebate; (2) the amount and expiration date of the manufacturer's
21 rebate; and (3) the net price of the alcoholic liquor product.

This act shall take effect as follows:	
Section 1	<i>July 1, 2002</i>

GL *Joint Favorable*